

Search Everywhere Optimisation: The Multi-Platform Playbook 2026

A Complete Guide to Discovery Across AI, Social, and Search Platforms

9,200

words of actionable strategy

9

platforms covered in depth

46 min

estimated read time

2

real-world case studies

KEY INSIGHT

34% of AI citations come from PR-driven coverage, and another 10% from social channels. If you're only optimising for Google, you're invisible to AI in 80% of the discovery ecosystem.

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Executive Summary

For two decades, search optimisation meant one thing: Google. That era is over. Today, consumers search across a fragmented ecosystem — AI assistants (ChatGPT, Gemini, Perplexity), social platforms (YouTube, TikTok, LinkedIn), forums (Reddit, Quora), and traditional search engines. AI assistants themselves pull from this entire ecosystem when generating responses.

If your brand is only optimised for Google, you're invisible to AI in 80% of the discovery ecosystem. This 9,200-word playbook gives you the complete framework to change that.

68% Consumers use AI for local product research	43% Gen Z start searches on TikTok, not Google	500M+ Reddit monthly users — heavily cited by AI	34% of AI citations from PR-driven coverage
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9 Platforms Covered in This Guide

Platform	Primary Use	AI Citation Frequency	Key Metric
ChatGPT	Conversational queries, comparisons, recommendations	Very High	Citation rate for your key topics
Gemini	Factual queries, schema-heavy, Knowledge Graph	Very High	Knowledge Graph inclusion
Perplexity	Research, cited answers, source transparency	High — explicit citations	Citation volume and authority
Claude	Balanced analysis, ethical frameworks, comparisons	High	Balanced coverage rate
YouTube	Tutorial, how-to, product research video search	Moderate — growing	Transcript citation rate
Reddit	Community validation, authentic peer review	High (esp. Perplexity)	Upvoted comment visibility
TikTok	Gen Z product discovery, trend-driven search	Emerging	Search impression share
LinkedIn	B2B authority, professional thought leadership	Moderate — B2B focus	Content citation in AI B2B responses
Forums/Podcast	Deep expertise, niche authority, long-tail queries	Moderate	Answer visibility on Quora/SE

Table of Contents

Introduction	The End of Google-Centric Search	6
Chapter 1	The New Discovery Ecosystem	7
	1.1 The Fragmentation of Search	
	1.2 How AI Pulls from the Ecosystem	
	1.3 The Platform-Native Content Imperative	
Chapter 2	AI Platform Optimisation	10
	2.1 ChatGPT Optimisation	
	2.2 Gemini Optimisation	
	2.3 Perplexity Optimisation	
	2.4 Claude Optimisation	
Chapter 3	YouTube Optimisation for AI Discovery	15
	3.1 Why YouTube Matters for AI	
	3.2 YouTube SEO Fundamentals	
	3.3 Transcript and Caption Optimisation	
	3.4 YouTube-to-Website Synergy	
Chapter 4	Reddit Optimisation	19
	4.1 Why Reddit Is Heavily Cited by AI	
	4.2 Authentic Participation Framework	
	4.3 Strategic Subreddit Identification	
	4.4 Content That Gets Cited	
Chapter 5	TikTok Optimisation	23
	5.1 TikTok as a Search Engine	
	5.2 Caption and Hashtag Optimisation	
	5.3 Audio and Trend Strategies	
	5.4 TikTok-to-Website Traffic	
Chapter 6	LinkedIn Optimisation	27
	6.1 LinkedIn for B2B Discovery	
	6.2 Profile Optimisation Checklist	
	6.3 Content That Gets Cited	
	6.4 LinkedIn-to-Website Strategy	
Chapter 7	Forum Optimisation	31
	7.1 Quora Strategy and Tactics	
	7.2 Stack Exchange Participation	
	7.3 Niche Forum Identification	

Chapter 8	Podcast Discovery	34
	8.1 Podcast SEO Fundamentals	
	8.2 Show Notes Optimisation	
	8.3 Guest Appearances Strategy	
Chapter 9	Integration Strategy	37
	9.1 Content Ecosystem Model	
	9.2 Platform Prioritisation Framework	
	9.3 Cross-Platform Content Calendar	
	9.4 Measurement Framework	
Chapter 10	Case Studies	41
	10.1 B2B SaaS: 0 → 45+ Monthly AI Citations	
	10.2 DTC Brand: 2.5M+ Views, 65% Revenue Increase	
Tools & Resources	Platform-Specific Tools Table	45
Quick Reference	Checklists for All Platforms	47
Glossary	Key Terms and Definitions	50
About the Author	Yuliya Halavachova	51

Introduction: The End of Google-Centric Search

For two decades, search optimisation meant one thing: Google. You optimised for Google's algorithm, tracked Google rankings, and measured Google traffic. That era is over.

Today, consumers search across a fragmented ecosystem: AI assistants (ChatGPT, Gemini, Perplexity), social platforms (YouTube, TikTok, LinkedIn), forums (Reddit, Quora), and traditional search engines. AI assistants themselves pull from this entire ecosystem when generating responses.

Key Question: How do you optimise for discovery when "search" happens everywhere? That's what this 9,200-word playbook answers.

Search Everywhere Optimisation (SEO 2.0) is the practice of optimising your brand's presence across all platforms where users search for information. It recognises that modern discovery is fragmented and that AI assistants pull from this entire ecosystem — not just your website.

Chapter 1: The New Discovery Ecosystem

1.1 The Fragmentation of Search

Search is no longer a single activity on a single platform. It's a distributed behaviour across dozens of platforms, each with its own user intent, content format, and optimisation requirements.

68% Consumers used AI for local research (Yext, 2026)	43% Gen Z start on TikTok, not Google (Firney, 2026)	2B+ Monthly YouTube users — the 2nd largest search engine	500M+ Monthly Reddit users — heavily cited by AI
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1.2 How AI Pulls from the Ecosystem

AI assistants don't just crawl websites. They synthesise information from across the internet, including:

- YouTube transcripts and captions
- Reddit discussions and comments
- Forum threads (Quora, Stack Exchange, niche communities)
- Social media posts (LinkedIn, TikTok, X)
- News articles and PR coverage
- Academic papers and research
- Podcast transcripts and show notes
- Review sites and customer feedback

Critical Implication: If your brand is only optimised for Google, you're invisible to AI in 80% of the discovery ecosystem.

1.3 The Platform-Native Content Imperative

Each platform has its own content language, format, and engagement patterns. What works on LinkedIn fails on Reddit. What trends on TikTok is irrelevant on YouTube. Platform-native content isn't optional — it's essential for visibility in that platform's ecosystem.

Platform	Native Format	Content Length	Tone
LinkedIn	Long-form articles, structured posts	500–2,000 words	Professional, data-driven
Reddit	Detailed replies, comprehensive posts	300–2,000 words	Authentic, community-first
YouTube	Tutorial or commentary videos	8–20 minutes	Educational, engaging
TikTok	Short-form video, trending formats	15–90 seconds	Authentic, trend-aware
Quora	Authoritative Q&A; answers	300–1,000 words	Expert, sourced
Podcast	Long-form conversation, interview	30–60 minutes	Conversational, insightful

Example: A B2B software company might publish thought leadership on LinkedIn, create tutorial videos on YouTube, answer technical questions on Reddit, and maintain a knowledge base on their website. Each serves a different discovery intent — and AI pulls from all of them.

Chapter 2: AI Platform Optimisation

AI assistants are the new front door to discovery. Each has its own data preferences, citation patterns, and optimisation requirements. Here's how to optimise for all four major platforms.

1

ChatGPT

Favours conversational depth, multi-turn context, authority

- Structure content with clear hierarchies (H1, H2, H3) that ChatGPT can navigate
- Include conversational FAQ sections that mirror how users ask questions
- Cite authoritative sources (including your own research) to build trust
- Use extractable formats: tables, bullet points, numbered lists
- Maintain freshness with regular updates — displayed dates matter
- Pages answering 'What is X?' → 'How does X work?' → 'Which X is best?' align with ChatGPT's flow

ChatGPT Checklist

<input type="checkbox"/>	Content structured with clear H1/H2/H3 hierarchies
<input type="checkbox"/>	Conversational FAQ section included
<input type="checkbox"/>	Authoritative citations and sources linked
<input type="checkbox"/>	Extractable formats used (tables, lists, numbered steps)
<input type="checkbox"/>	Published and last-updated dates displayed prominently

2

Gemini

Prioritises factual precision, schema, Knowledge Graph

- Implement comprehensive schema markup (Organization, Product, FAQ, HowTo)
- Optimise for Google Knowledge Graph inclusion
- Use factual, well-sourced claims with clear citations
- Structure data for easy extraction (tables with clear headers)
- Align with Google's E-E-A-T framework: Experience, Expertise, Authoritativeness, Trustworthiness
- A product page with complete schema, verified reviews, and specifications is Gemini-ready

Gemini Checklist

<input type="checkbox"/>	Organization schema implemented with complete NAP data
<input type="checkbox"/>	FAQ schema on all FAQ/Q&A; pages
<input type="checkbox"/>	HowTo schema on tutorial and process pages
<input type="checkbox"/>	E-E-A-T signals present: author bio, credentials, sources
<input type="checkbox"/>	Google Knowledge Graph entity established

3

Perplexity

Transparent citations, academic rigor, source diversity

- Prioritise citation density — Perplexity loves well-sourced content
- Diversify sources across your ecosystem (website, YouTube, published research)
- Include academic rigor where relevant (citations to studies, papers)
- Create content that answers: 'what are the sources for this information?'
- Build authority in specific domains through depth, not breadth
- Perplexity frequently cites Wikipedia, academic papers, and authoritative news sources

Perplexity Checklist

■	Every major claim backed by a linked, credible source
■	Original research or data published on your site
■	Content appears across multiple platforms (website + YouTube + press coverage)
■	Author credentials clearly displayed
■	Long-form, comprehensive coverage of each topic (not thin content)

4

Claude

Emphasises balance, safety, ethical framing

- Present balanced viewpoints (pros and cons, multiple perspectives)
- Address ethical considerations in your content
- Use clear, unambiguous language — avoid potentially misleading claims
- Structure content for safety: avoid harmful or one-sided assertions
- Build trust through transparency about methodology and limitations
- Comparison pages with fair pros/cons for multiple options align well with Claude's framework

Claude Checklist

■	Balanced perspectives presented (not just one-sided promotion)
■	Ethical considerations addressed where relevant
■	Limitations or caveats included where appropriate
■	No misleading or exaggerated claims
■	Clear methodology disclosed for any data or research cited

Chapter 3: YouTube Optimisation for AI Discovery

YouTube is the second largest search engine in the world, with over 2 billion monthly logged-in users. AI assistants — particularly Perplexity and ChatGPT with browsing enabled — pull from YouTube transcripts and captions. Video content is increasingly cited alongside written sources.

Key statistic: YouTube is cited in approximately 15% of AI responses that include multimedia sources. Transcript quality directly determines whether AI can extract and cite your content.

3.1 YouTube SEO Fundamentals

Element	Best Practice	Why It Matters for AI
Title	Front-load target keywords; answer a specific question in the title	AI uses titles to classify topic and intent
Description	300+ words; include keywords, timestamps, and links to website	AI reads descriptions as text content — treat as a mini-article
Tags & Categories	Specific, relevant tags; correct category selection	Signals topical relevance to both YouTube and AI systems
Thumbnails	Custom thumbnails with text overlays; consistent branding	Increases CTR which improves ranking — more views = more citations
Playlists	Organise by topic; use keyword-rich playlist names	Creates topical authority clusters; AI recognises structured expertise
Chapters	Use timestamps with descriptive chapter titles	AI can cite specific chapters; improves extractability

3.2 Transcript and Caption Optimisation

AI assistants read transcripts, not videos. Transcript quality directly impacts AI citation. Auto-generated transcripts often contain errors that reduce AI extractability.

- Upload accurate, keyword-rich transcripts — never rely solely on auto-generated captions
- Include timestamps for key topics within the transcript
- Add closed captions in multiple languages for broader reach and AI indexation
- Structure video content with clear sections that appear naturally in the transcript
- State key facts clearly in the first 2 minutes — AI often prioritises early content

3.3 YouTube-to-Website Synergy

- Embed YouTube videos on relevant blog posts (increases page engagement; provides multimedia depth)
- Link from video descriptions to relevant website content — drive qualified traffic
- Create video versions of popular blog posts to capture dual-format discovery
- Use consistent branding across YouTube and website for entity recognition by AI
- Republish video transcripts as blog posts with additional commentary

YouTube Optimisation Checklist

<input checked="" type="checkbox"/>	Video title contains primary keyword (front-loaded)
<input checked="" type="checkbox"/>	Description is 300+ words with secondary keywords, links, and timestamps
<input checked="" type="checkbox"/>	Accurate, human-reviewed transcript uploaded
<input checked="" type="checkbox"/>	Custom thumbnail with text overlay created
<input checked="" type="checkbox"/>	Video added to relevant playlist with keyword-rich name
<input checked="" type="checkbox"/>	Chapters added with descriptive titles
<input checked="" type="checkbox"/>	Website URL included in description (above the fold)
<input checked="" type="checkbox"/>	Cards and end screens link to related content

Chapter 4: Reddit Optimisation

Reddit is one of the most frequently cited sources in AI responses. Its community-driven content carries significant weight — Perplexity alone cites Reddit in approximately 22% of its responses for consumer topics. A single highly-upvoted comment can generate AI citations for years.

Warning: Reddit communities are highly sensitive to promotional content. A single promotional post can get you banned from key subreddits. The approach must be authentic participation first, brand visibility second.

4.1 What AI Extracts from Reddit

Signal	How AI Uses It	Your Strategy
Upvote count	Proxy for community validation — high upvotes = trusted answer	Create genuinely valuable content that earns upvotes organically
Comment depth	AI values comprehensive, detailed answers over brief ones	Write long-form, expert answers (300–1,000 words)
Post age + engagement	Sustained engagement signals evergreen value	Answer questions that remain relevant over time
First-hand experience	AI values authentic experience over generic advice	Share real examples, specific data, genuine insights
Source citations in posts	Posts citing external data are seen as more authoritative	Include relevant sources and studies in your answers

4.2 Strategic Subreddit Identification

- Identify subreddits where your target audience asks questions (search your niche + 'reddit' on Google)
- Check subreddit activity — prefer active communities (daily new posts)
- Read the rules for each subreddit before participating
- Start with communities of 10K–500K members — large enough to matter, small enough to get noticed
- Track which subreddits appear in Google's results for your target queries

4.3 Content That Gets Cited by AI

■	Comprehensive, well-researched answers (not one-liners)
■	Data-backed claims with sources or first-hand experience
■	Clear structure: context → answer → explanation → caveats
■	Genuine expertise demonstrated — show your reasoning
■	High upvote count (social proof that AI treats as trust signal)
■	Sustained engagement — comments and follow-up discussion
■	Longevity — older posts with continued upvotes remain valuable

4.4 Reddit Participation Framework

Phase	Duration	Activity	Goal
Listening	Month 1	Read, upvote, understand community norms. DO NOT post yet.	Map the community; identify key questions
Contributing	Months 2–3	Comment with genuine value. No links. No promotion.	Build karma and trust
Answering	Months 4–6	Answer frequently-asked questions with detailed expertise	Establish topic authority
Linking (carefully)	Month 7+	Link to relevant content only when genuinely useful	Drive qualified traffic and citations

Chapter 5: TikTok Optimisation

43% of Gen Z begin product searches on TikTok, not Google. TikTok's search functionality is sophisticated and growing — and its content is beginning to appear in AI responses. For consumer brands targeting under-35s, TikTok is now a first-tier discovery channel.

43% Gen Z start product searches on TikTok	1B+ Monthly active users on TikTok globally	150% TikTok search growth year-over-year	8–15s Optimal caption length for search visibility
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5.1 TikTok as a Search Engine

TikTok's search algorithm analyses captions, hashtags, audio, and on-screen text to classify and surface content. Unlike traditional social media, TikTok videos have long shelf lives — content from 12–18 months ago regularly appears in search results.

5.2 Caption and Hashtag Optimisation

- Front-load keywords in captions — the first 8–10 words are highest weight
- Write captions as complete sentences answering a question (e.g., 'How to fix X in 3 steps:')
- Use 3–5 hashtags per post — a mix of broad (#skincare) and niche (#acneremediyuk)
- Include your niche + topic combination as a hashtag
- Add text overlays on-screen that mirror caption keywords

5.3 Audio and Trend Strategies

- Use trending audio when genuinely relevant — algorithm rewards trend participation
- Participate in challenges relevant to your niche (boosts discovery)
- Create original sounds — if others use your audio, it amplifies your discoverability
- Monitor the TikTok Creative Centre for trending topics in your industry
- Post consistently (3–7 times per week) to build channel authority

5.4 TikTok-to-Website Traffic

- Include clear calls-to-action in videos: 'link in bio for the full guide'
- Link to website in bio (the only clickable link available)
- Use lead magnets — free guides, resources, or tools that require a website visit
- Create content that raises questions answered in more depth on your website
- TikTok Shop integration for e-commerce (removes friction from discovery to purchase)

TikTok Optimisation Checklist

■	Caption front-loads primary keyword in first 10 words
■	3–5 relevant hashtags used (mix of broad and niche)
■	Text overlay includes keyword(s)

■	Call-to-action included in video and caption
■	Bio link is current and relevant to content being posted
■	Posting frequency is 3–7 times per week minimum
■	Trending audio used where appropriate and genuine

Chapter 6: LinkedIn Optimisation

LinkedIn is the dominant platform for B2B discovery and professional authority. AI assistants increasingly cite LinkedIn content for business topics, thought leadership, and professional expertise. For B2B brands, LinkedIn is where AI-cited authority is built.

LinkedIn scale: 900 million+ members globally, with 40% active daily. LinkedIn articles and long-form posts are increasingly appearing in AI responses for professional and B2B queries.

6.1 LinkedIn Profile Optimisation

Profile Element	Optimisation Approach	AI Benefit
Headline	Include role + expertise + value proposition; front-load keywords	AI uses headline to classify expertise area
About Section	Write 2,000 characters of keyword-rich narrative about expertise and impact	Primary text AI reads for entity description
Featured Section	Pin most valuable content: guides, articles, case studies	Signals authority; AI may extract featured content links
Experience	Keyword-rich role descriptions; quantified achievements	AI uses career history to establish credibility
Skills	Add 10–20 relevant skills; get endorsements from colleagues	Entity recognition and expertise signal
Creator Mode	Enable to unlock newsletter, live, and algorithm advantages	Wider content distribution = more citation potential

6.2 Content That Gets Cited by AI

- **Original research and data** — publish proprietary studies; AI cites unique data heavily
- **Long-form articles** — LinkedIn's publishing platform; 1,000–2,000 words performs well
- **Thought leadership posts** — contrarian takes, frameworks, and original insights
- **Data-backed posts** — screenshots of research, statistics with analysis
- **Consistent topic focus** — posting on the same 3–5 topics builds topical authority over time

6.3 LinkedIn Checklist

■	Headline contains primary expertise keywords
■	About section is 1,500+ characters with relevant terms
■	Featured section showcases 3 best pieces of content
■	Post frequency is minimum 3x per week
■	Long-form articles published on LinkedIn (not just links)
■	Engaging with comments within 2 hours of posting

■	Company page linked to personal profile
■	Team members posting and cross-engaging

Chapter 7: Forum Optimisation

Niche forums, Quora, and Stack Exchange remain highly cited sources for AI responses — especially for technical and specialised topics. These platforms contain deep, community-validated expertise that AI assistants prize for authenticity.

7.1 Quora Optimisation

- Answer questions thoroughly and authoritatively — depth is rewarded over brevity
- Include relevant keywords naturally within the answer (Quora ranks on Google)
- Link to your website when it's genuinely helpful to the reader (not promotional)
- Build a reputation as a top writer in your topic areas
- Follow topics to identify high-value questions early (answer within the first 24 hours)
- Add a keyword-rich bio and credentials to your profile

7.2 Stack Exchange Optimisation

- Provide technically accurate, well-sourced answers — quality over quantity
- Follow community guidelines strictly — Stack Exchange communities police quality rigorously
- Build reputation through quality contributions (reputation score is a visible trust signal)
- Cite sources and provide evidence for technical claims
- Answer questions where you have genuine, deep expertise
- Update old answers when information changes

7.3 Niche Forum Strategy

Every industry has niche forums where practitioners go for deep expertise. These are often highly indexed by AI because they contain authentic, peer-validated knowledge.

Industry	Key Forums	Strategy
Technology	Hacker News, dev.to, Stack Overflow	Answer technical questions with depth; share original research
Marketing	Warrior Forum, GrowthHackers, Indie Hackers	Share case studies, data, and frameworks
Finance	Bogleheads, Reddit personal finance, Seeking Alpha	Provide data-backed analysis and educational content
Health/Wellness	Patient community forums, condition-specific communities	Focus on education and evidence-based information
E-commerce	Shopify Community, BigCommerce Forum	Share operational expertise and tested tactics

Chapter 8: Podcast Discovery

Podcasts are increasingly discoverable through search, and their transcripts are beginning to be cited by AI assistants. With 100 million+ weekly podcast listeners, and AI systems indexing podcast transcripts, audio content is becoming a meaningful discovery channel.

8.1 Podcast SEO Fundamentals

- Optimise episode titles with keywords — front-load the topic (e.g., 'ChatGPT Optimisation: How to Get Cited in 2026')
- Write detailed show notes (1,000+ words) with keywords, links, and timestamps
- Include timestamps for key topics within show notes
- Upload accurate transcripts to both your website and the podcast platform
- Use relevant categories and tags on Apple Podcasts, Spotify, and Google Podcasts
- Create a dedicated podcast page on your website with embedded audio and full transcript

8.2 Guest Appearances Strategy

Appearing on other podcasts in your industry is one of the fastest ways to build AI-cited authority. Each appearance creates a new citation source with your name, expertise, and often a link to your website.

- Identify podcasts in your industry with active audiences (check podcast charts and reviews)
- Pitch with a specific, valuable topic angle — not a general offer to 'talk about your company'
- Provide genuine value in appearances — insights, data, frameworks that listeners haven't heard
- Ensure every episode show notes include a link to your website and key resources
- Repurpose podcast content: clip for YouTube Shorts, quote for LinkedIn, expand into blog post

Podcast Checklist

■	Episode titles contain primary keyword (front-loaded)
■	Show notes are 1,000+ words with timestamps and links
■	Full transcript uploaded to website and podcast platforms
■	Podcast page on website with embedded player and transcript
■	Guest appearances actively sought in industry
■	Each appearance repurposed across YouTube, LinkedIn, and website

Chapter 9: The Integrated Search Everywhere Strategy

Optimising each platform individually isn't enough. The brands winning in AI citations have an integrated strategy that creates synergy across platforms — where each piece of content serves multiple discovery purposes simultaneously.

9.1 The Content Ecosystem Model

The Multiplier Principle: One piece of research becomes many pieces of content. Research report → Website pillar page → YouTube summary video → LinkedIn posts (highlight key findings) → Reddit AMA (discuss implications) → Podcast appearance (explore context) → Quora answers (cite the research)

9.2 Platform Prioritisation Framework

Not all platforms are equally important for every brand. Use this framework:

Business Type	Priority Platforms (in order)	Content Focus
B2B SaaS	LinkedIn → YouTube → Reddit (r/sysadmin etc.) → Industry forums	Thought leadership, tutorials, technical depth
E-commerce DTC	TikTok → YouTube → Reddit (product communities) → Instagram	Product demonstrations, reviews, trend content
Local Business	Google Maps → YouTube → Facebook → Nextdoor	Local content, how-to videos, community presence
Publisher/Media	YouTube → Reddit → Quora → News sites	Expert commentary, original research, community Q&A;
Professional Services	LinkedIn → Podcast → YouTube → Quora	Authority content, case studies, expert appearances
Consumer App	TikTok → YouTube → Reddit → Product Hunt	Use-case demonstrations, community building, tutorials

9.3 Cross-Platform Content Calendar

Day	Activity	Platform(s)	Time Estimate
Monday	Publish primary blog post or research piece	Website	3–6 hours (writing)
Tuesday	LinkedIn summary post highlighting key insight	LinkedIn	30–60 minutes
Wednesday	YouTube video version or video commentary	YouTube	2–4 hours (filming + edit)
Thursday	Reddit or Quora answer referencing your content where helpful	Reddit / Quora	30–60 minutes
Friday	TikTok short-form version / teaser clip	TikTok	30–60 minutes

Day	Activity	Platform(s)	Time Estimate
Weekend	Respond to comments; engage with community	All platforms	30 minutes

9.4 Measurement Framework

Metric	What It Measures	Tool
AI Citation Volume	How often AI platforms cite your content by platform	UltraScout AI Platform
Platform Engagement	Views, upvotes, comments, shares on each platform	Native platform analytics
Referral Traffic	Website traffic from each non-Google source	Google Analytics / GA4
Branded Search Lift	Increase in branded searches correlated with platform activity	Google Search Console
AI Share of Voice	Your % of AI mentions in your category across platforms	UltraScout AI Platform

Chapter 10: Real-World Case Studies

Case Study 1: B2B SaaS Company — From 0 to 45+ Monthly AI Citations

Detail	
Industry	Enterprise Software
Challenge	Near-zero visibility in AI responses for B2B software and IT operations queries
Strategy	Integrated Search Everywhere approach across 6 platforms simultaneously
Timeframe	12 months of consistent execution

Execution:

- Created detailed technical content on website (pillar pages for 15 core topics)
- Published thought leadership on LinkedIn daily (5x per week, executive + team members)
- Produced tutorial videos on YouTube weekly (50+ videos over 12 months)
- Engaged in relevant subreddits: r/sysadmin, r/devops, r/msp — authentic participation only
- Answered Quora questions with in-depth, 500–1,000 word responses
- Appeared on 12 industry podcasts as guest expert

Results (12 months):

0 → 45+ Monthly AI citations	+340% AI referral traffic increase	+28% Branded search lift	+22% AI-attributed pipeline increase
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Case Study 2: DTC Consumer Brand — TikTok-First with YouTube Support

Detail	
Industry	Consumer Goods (Skincare)
Challenge	Gen Z target audience was not finding the brand through traditional Google search
Strategy	TikTok-first content strategy with YouTube support and Reddit community building
Timeframe	8 months of consistent execution

Execution:

- Created daily TikTok content demonstrating product use in authentic, trend-aware formats
- Participated in trending skincare challenges and used trending audio strategically
- Produced detailed YouTube reviews (10–15 minute tutorials with full transcripts)
- Built genuine community presence in r/SkincareAddiction and r/MakeupAddiction
- Responded to every comment — built active community dialogue

Results (8 months):

<p>2.5M+ TikTok views</p>	<p>500K+ YouTube views</p>	<p>150+ Highly-upvoted Reddit comments</p>	<p>+65% Direct traffic from off-platform</p>
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Tools & Resources

Platform	Essential Tool	Purpose	Pricing
All AI Platforms	UltraScout AI Platform	Track citations across all platforms, monitor competitor visibility, identify opportunities	£99–799/month
YouTube	YouTube Analytics	Video performance tracking, search term data, audience retention analysis	Free
YouTube	TubeBuddy / vidIQ	Keyword research, tag optimisation, competitor analysis	Free–£39/month
Reddit	Reddit Search / Pushshift	Subreddit monitoring, question identification, trend tracking	Free
TikTok	TikTok Analytics + Creative Centre	Video performance, search trends, competitor content analysis	Free
LinkedIn	LinkedIn Analytics + Shield	Post engagement, follower growth, content performance tracking	Free + £28/month
Quora	Quora Analytics	Answer views, upvotes, content performance, profile statistics	Free
Forums	Brand24 / Mention	Brand mention tracking across forums, social, and news platforms	£79–399/month
All Platforms	Google Analytics 4	Referral traffic from each platform, conversion attribution	Free
All Platforms	Semrush / Ahrefs	Competitive research, content gap analysis, backlink tracking	£99–499/month

Quick Reference Checklists

AI Platform Optimisation Checklist

■	Content structured with clear H1/H2/H3 hierarchies
■	Extractable formats used throughout (tables, bullet lists, numbered steps)
■	Schema markup implemented (Organization, FAQ, HowTo, Article)
■	Published and last-updated dates displayed prominently
■	Conversational FAQs included — answer how users naturally ask
■	Authoritative sources cited throughout the content
■	Author credentials and bio visible on every guide
■	Balanced perspectives presented (pros, cons, limitations)

YouTube Optimisation Checklist

■	Titles optimised with target keyword front-loaded
■	Descriptions are 300+ words with keywords, links, and timestamps
■	Accurate, human-reviewed transcripts uploaded
■	Custom thumbnails created with consistent branding
■	Content organised into relevant, keyword-rich playlists
■	Chapter markers added with descriptive titles
■	Cards and end screens link to related videos and website

Reddit Optimisation Checklist

■	Relevant subreddits identified and rules thoroughly read
■	Authentic listening and contribution phase completed (minimum 60 days)
■	Karma building strategy in place — quality comments before posts
■	Answers are 300+ words with genuine depth and expertise
■	Links shared only when genuinely helpful to the community
■	Regular engagement schedule maintained (not sporadic)
■	Subreddit rules and community norms followed consistently

TikTok + LinkedIn Checklist

■	[TikTok] Caption front-loads primary keyword in first 10 words
■	[TikTok] 3–5 relevant hashtags used per post
■	[TikTok] Text overlay on video includes key search term
■	[TikTok] Clear call-to-action in video and bio link is current
■	[LinkedIn] Headline contains primary expertise keywords
■	[LinkedIn] About section is 1,500+ characters with relevant terms
■	[LinkedIn] Long-form articles published directly on LinkedIn (not just links)
■	[LinkedIn] Team members are posting and cross-engaging consistently

Frequently Asked Questions

Q: What is Search Everywhere Optimisation?

Search Everywhere Optimisation is the practice of optimising your brand's presence across all platforms where users search — AI assistants, social media, forums, and traditional search engines. It recognises that modern discovery is fragmented and that AI assistants pull from this entire ecosystem when generating responses.

Q: How is this different from traditional SEO?

Traditional SEO focuses on one platform (Google) for one outcome (rankings). Search Everywhere Optimisation optimises across dozens of platforms for discovery, authority, and citation. The goal shifts from 'ranking #1' to 'being referenced as a trusted source across the entire discovery ecosystem.'

Q: Which platforms should I prioritise?

Start with platforms where your audience already searches. For B2B: LinkedIn, YouTube, Reddit. For DTC: TikTok, YouTube, Instagram. For local businesses: Google Maps, YouTube, Nextdoor. Chapter 9 provides a complete prioritisation framework based on your business type.

Q: Do I need to be on every platform?

No. Being excellent on 3–5 relevant platforms beats being mediocre on 15. Focus on platforms where your audience actually searches and where you can create consistently excellent, platform-native content.

Q: How do I measure success?

Key metrics: AI citation volume by platform (UltraScout AI tracks this), platform-native engagement (views, upvotes, comments), branded search lift, referral traffic from non-Google sources, and share of voice in AI responses for target topics.

Q: How long until I see results?

Initial AI citations can appear in 3–6 months of consistent effort. Significant, sustained impact typically takes 6–12 months. Platform-native engagement can be faster: TikTok and LinkedIn results often appear within weeks; Reddit and forum authority takes months to build.

Q: Can I do this without a big team?

Yes. Start with 1–2 platforms where you can publish high-quality content consistently. Better to master LinkedIn and YouTube than to post mediocre content across 8 platforms. Chapter 9 includes a content calendar for a one-person operation.

Glossary: Key Terms

AEO (Answer Engine Optimisation)

The practice of optimising content to appear in AI-generated answers and recommendations across assistants like ChatGPT, Gemini, and Perplexity.

Citation Authority

The percentage of times AI mentions your brand that include a direct citation or link. Calculated as $\text{Citations} \div \text{Mentions} \times 100$. A measure of AI trust.

GEO (Generative Engine Optimisation)

Optimisation specifically for generative AI engines that produce original answers by synthesising content from multiple sources.

Information Gain

The degree to which your content adds new, useful information beyond what's already indexed. High information gain content is more likely to be cited.

Platform-Native Content

Content created specifically for a platform's format, tone, and audience expectations. YouTube tutorials \neq LinkedIn posts \neq Reddit answers.

Search Everywhere Optimisation (SEO 2.0)

The practice of optimising for discovery across all platforms where users search — not just Google. Encompasses AI assistants, social platforms, forums, and traditional search.

Share of AI Voice

Your brand's percentage of total AI mentions in your category. Calculated as: $(\text{Your mentions} \div \text{Total market mentions}) \times 100$. An AI equivalent of Share of Voice.

Zero-Click Search

A search result that provides the answer directly (in a featured snippet, AI summary, or Knowledge Panel) without requiring the user to click through to a website.

E-E-A-T

Experience, Expertise, Authoritativeness, Trustworthiness — Google's framework for evaluating content quality. Increasingly relevant for AI citation as well.

Topical Authority

The degree to which a website or creator is recognised as an expert in a specific subject area, based on depth and breadth of content coverage.

Expert Insight

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The Google-centric era of search optimisation is over. Today, your brand is discovered across dozens of platforms — and AI assistants pull from all of them. Search Everywhere Optimisation isn't optional; it's the only way to ensure you're visible where your customers actually search. The brands winning in 2026 are those that treat every platform as a discovery channel, not an afterthought.

— **Yuliya Halavachova** — **Founder & Chief AI Officer, UltraScout AI**

About the Author

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Yuliya Halavachova developed the Search Everywhere Optimisation framework after observing that AI assistants were citing content from far beyond traditional websites. With 16+ years in technology — spanning research and industry, building enterprise AI solutions with large language models (LLMs) — her work helps brands navigate the fragmented discovery ecosystem and build visibility where it matters most.

She is the founder of UltraScout AI, a UK-based Answer Engine Optimisation agency that helps businesses gain visibility across AI assistants. She also teaches prompt engineering and AI strategy at Capital City College London.

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Start Your Search Everywhere Journey Today

Free AI Visibility Check

See where you appear (or don't) across the discovery ecosystem.
ultrascout.ai/free-ai-visibility-checker-tool

Book a Strategy Session

Private session on your multi-platform optimisation strategy.
ultrascout.ai/demo

Download Platform Templates

Ready-made content templates for each of the 9 platforms.
ultrascout.ai/downloads/search-everywhere-playbook.pdf

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